

David F Hoppin  
Principal

David Hoppin is a Principal and co-founder of MergeGlobal, Inc. (MGI), a niche consulting firm that specializes in transportation economics and strategy. MGI's hallmark is data-driven analysis and forecasting of demand and competition in the global transportation industry – all modes (air, ocean and ground) and all business lines (passengers, freight and mail).

In addition to the world's largest air cargo and containership carriers, MGI's clients include aircraft manufacturers, airports and seaports, leasing companies, banks and real estate developers involved in various aspects of the freight transportation business. All of MGI's clients benefit from the firm's on-going effort to develop a complete, quantitative picture of the growth, and dramatic structural changes, occurring in the world transportation industry.

Mr. Hoppin has directed a number of client engagements in both the cargo and passenger fields. Typical assignments involve market planning, competitor benchmarking and commercial strategy development. Recent projects include:

- In-depth benchmarking of revenue productivity and cost efficiency for one of the world's largest Boeing 747 freighter operators
- Feasibility study for a major Asian carrier to set up a freighter joint venture airline. Study started from a "clean sheet of paper" and encompassed commercial strategy, network design, fleet plan and specific recommendations regarding strategic investors.
- Comprehensive evaluation of the competitive threat posed to containership lines by the global integrated carriers' push into logistics and supply-chain activities.

- Advising the unsecured creditors committee of a major U.S. passenger airline about the viability of the carrier's business plan.

Before co-founding MGI, Mr. Hoppin was Director – Special Projects at Global Aviation Associates, Ltd., a general aviation consultancy in Washington, D.C.

Mr. Hoppin began his career as an industry analyst in the Airlines/Aerospace Division of Bankers Trust Company of New York.

Mr. Hoppin was educated at Hamilton College, where much of his undergraduate work focused on the microeconomic and public-policy aspects of U.S. passenger airline deregulation.